Program Description/Textbook or Print Instructional Material

Vendor: Goodheart-Willcox Publisher   Web Address: www.g-w.com

Title: The World of Fashion Merchandising

Author: Mary Wolfe   Copyright: © 2003

ISBN: 1-56637-891-5   Course/Content Area: Fashion Marketing II

Intended Grade or Level: 10-12   Readability Level: 10.0

List Price: $55.96   Lowest Wholesale Price: $41.97

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p.8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the instructional material is placed on the State Multiple List.

Level of Accommodations (Level One, Two or Three) Two

If Level Two or Three, please provide rationale for not meeting Level One Compliance: We are unable to offer

Level One Accommodation due to the added time required to re-layout our books to the extent required to be Level

One compliant.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

Student Experiences

Assessment

Organization

<u>Resource Materials</u>

Gratis Items To Be Provided And Under What Conditions

Textbook *
Teacher's Resource CD*
Teacher's Resource Portfolio*

*** Free, one per teacher**

Available Ancillary Materials

Student Activity Guide

Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing

Title: The World of Fashion Merchandising Cost: 91.25	
Publisher: Goodheart– Wilcox	
Item Evaluated: Text and Supplemental Materials	
Copyright Date: 2003	**Evaluator: Victoria Rollins**
Content Level: 10-12	**Date of Evaluation 7/29/03**

Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
XRecommended by reviewers to State Textbook Commission as a **basal** textbook program.
☐ Not recommended by reviewers to State Textbook Commission as a basal textbook or program.

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.

Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing

Title:	Publisher

Technology Management Summary Data:	20 possible points	_____2_____ points earned
Technology Management Comments: All information found on the Teacher's Resource CD is also found in the Teacher's Resource Portfolio			

Technology Presentation/Interface Summary Data:	40 possible points	_____21_____ points earned
Technology Presentation/Interface Comments: Teacher's CD is easy to install and use.		

Content Summary Data:	44 possible points	_____31_____ points earned
Content Comments: All Core Content areas for fashion marketing are found in the textbook.		

Instruction & Management Summary Data	52 possible points	_____47_____points earned
Instruction & Management Comments: Although this text promotes student learning, there is little use of activities involving technology and integration of academics.		

Organization & Structure Summary Data	36 possible points	_____32_____ points earned
Organization & Structure Comments: Text contains few visual illustrations using graphs and charts. Most illustrations contain picture of young thin models. No picture of people with disabilities were found.		

Resource Material Summary Data	40 possible points	_____20_____points earned
Resource Material Comments: No resource materials that include activities for students with special needs were found. Little resources for integration of academics using technology.		

Group V - Career /Technical & Vocational/Practical Living
Electronic Instructional Media Review Form
Stand Alone/Independent or Integrated Software for Marketing

Equipment (circle or change fill color)
Windows
Macintosh
CD-ROM
DVD
Sound
Other

If other, explain

Grade Level (circle or change fill color)
Primary
Intermediate
Middle
High

Audience (circle or change fill color)
Individual
Small Group
Large Group

Format (circle or change fill color)
Stand Alone/Independent
Integrated
Supplemental
In lieu of basal test

Cost _____

___X____single copy	_____site license
_____network version	_____school version
____lab pack of ___ copies	_____online

Type of Software: Check all that apply	_____Simulation	_____Management	_____Interdisciplinary	_____Problem Solving	____Tutorial
_____Exploratory	_____Creativity	_____Drill and Practice	_____Critical Thinking	_____Utility	__X_Other:: Teachers's Resources

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	0
Allows students to exit and resume at a later time.	0
Keeps a students performance record, where needed.	1
Allows control of various aspects of the software (e.g., turning sound off).	0
Allows for printed reports.	1
Comments:	Total 2

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	4
Accessible for special needs students.	1
Runs smoothly, without long delays.	1
Presents easy-to-view text and graphics.	1
Presents easy-to-hear and understand sounds.	0
Avoids unnecessary screens, sounds, and graphics.	1
Provides immediate, appropriate feedback.	1
Comments:	Total 21

Content—Marketing	Rating
Career Experiences	2
Employability Skills	3
Teamwork	3
Global Perspective	2
Mathematical Skills	2
Communication	4
Diversity	3
Ethical Practices	2
Academic Integration	2
Real World Application	4
Content Area Concepts Addressed	4
Comments:	**Total 31**

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Business Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	2
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	2
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	3
Differentiation techniques and activities suggested.	4
Comments:	**Total** **47**

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	2
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	2
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments:	**Total 32**

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	3
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	3
Extension activities including adaptations and accommodations for students with special needs.	2
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	2
Integration opportunities suggested and examples given.	2
Teacher resources are available online.	1
Online resources available – Repeat of information in text.	1
Online resources available – Practice skills only.	1
Online resources available – New application materials.	1
1Comments:	**Total 20**

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable